

REMARKS

Claims 1-4 are pending in the application. Claims 1-4 are rejected under 35 U.S.C. 102 as being anticipated by *Tamer* (US Patent No. 6,671,881B1). For the reason set forth below, reconsideration of the application is respectfully requested.

Specifically, a careful review of *Tamer* reveals the fact that *Tamer* teaches an entitlement management message EMM being exclusively contained in the program guide data packet D4 prior to an impulse purchase of a particular program, and concurrently contained in a program data packet (e.g., D1) in response to an impulse purchase of that program. See, *Tamer* at column 4, line 42 to column 5, line 30. Thus, the Applicant respectfully asserts that *Tamer* fails to teach or suggest and in fact teaches away from “characterized in that the entitlement management message (EMM) specific to an impulse purchase is exclusively contained in the data (SI) tied to the presentation of the programme grid” as recited in amended independent claim 1. For this reason alone, the rejection under §102 of claims 1-4 should be withdrawn.

Favorable consideration of the pending application is therefore respectfully requested.

Respectfully submitted,

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